Test Project

Day 3 - Editorial

Graphic Design Technology

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Description of project and task

Overview

The WorldSkills Museum in Shanghai uses more than 800 artefacts to present skills as a force that has shaped human history and continues to build the future.

The museum is launching a new editorial publication titled **"Skills View"**. You are required to design its first edition in a newspaper-inspired format, with a strong editorial character and a clear visual system.

Each edition is built around a selected object, material, tool, process, or skill-related theme. The first edition focuses on **"The Thread"**. This issue uses thread as a lens through which to explore ordinary objects, hidden labour, textile heritage, industrial history, repair, identity, skill, and the future of making.

The publication consists of two parts:

1. **Outer Editorial Section**
   A 12-page editorial section, including the front page. This section changes in each edition according to the selected theme.
2. **Inner Museum Section**
   A separate 4-page museum information section printed on coloured paper. This section contains general information about the WorldSkills Museum, including a floorplan and timeline, and remains unchanged in future editions.

You must design the complete first edition, including both sections, and establish a visual layout system that can be reused for future editions. Future issues may use different themes and content but must remain visually consistent and clearly recognisable as part of the same publication series.

Objective

Create a visually compelling, coherent, and accessible editorial publication that presents the WorldSkills Museum as a place of discovery, connecting the history of skills with their relevance to the present and future.

The design must:

- communicate "The Thread" as a distinctive editorial theme
- organize the supplied content clearly and engagingly
- connect the outer editorial section and inner museum section into one publication system
- establish a repeatable layout system for future issues
- work effectively both in printed, folded form and as interactive PDF

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Task deliverables

Create the first edition of "Skills View", a newspaper-inspired editorial publication. The project includes the publication masthead, the themed editorial section, the permanent museum section, and a reusable layout system for future editions. The complete publication must also be delivered as a single interactive PDF.

TASK	TITLE	DESCRIPTION
1	**Front Page and Masthead**	Design a permanent typographic masthead for "Skills View" and create the front page for the first edition, themed "The Thread".
2	**Editorial Section**	Design the 12-page outer editorial section of the publication, including the front page (Task 1), using the supplied content for the first edition.
3	**Museum Section, including Timeline**	Design the separate 4-page inner museum section using the supplied permanent content, including the timeline. The design must be suitable for reuse in future editions and must simulate a coloured paper.
4	**Interactive PDF**	Combine all 16 pages into one interactive PDF with active bookmarks, functional hyperlinks, and clickable page navigation.

Key considerations

Editorial System	Develop a reusable editorial design system with a consistent visual language. Use a newspaper-inspired approach while allowing flexibility for future themes. Establish a flexible visual grid that balances standard tabloid characteristics with modern minimalism.
Brand Relationship	The publication does not need to follow the WorldSkills visual identity. An independent visual approach is encouraged.
Typography and Hierarchy	Establish a clear typographic hierarchy. The grid, columns, spacing, margins, and text styles should support comfortable reading and consistent navigation.
Readability and Flow	Organise the supplied content with a strong emphasis on white space, effective pacing, logical visual flow, and clear narrative focal points.
Flexibility Across Outputs	Ensure the layout works effectively both as printed publication and as an interactive PDF.

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Target group and demographics

Primary Audience	International museum visitors, particularly young people, students, families, and educators interested in skills, craftsmanship, culture, and innovation.
Secondary Audience	Industry partners, sponsors, policymakers, and visitors to WorldSkills Museum in Shanghai.
Age	Primarily 16–35 years
Location	Shanghai, China, within an international context.
Behaviour	Curious, visually literate, digitally engaged, and interested in history, technology, design, and future careers.
Important to know	The publication should appear contemporary, engaging, credible, and editorial in character, rather than institutional, static or promotional.

Task 1: Front page and masthead
Due by 12:00 P.M.

Concept/Instructions

Design a permanent typographic masthead for "Skills View" and create the front page for the first edition themed **"The Thread".**

The first edition explores **thread** as a connection between craftsmanship, textile heritage, industry, repair, identity, and the future of making. The front page should visually communicate this editorial theme.

This task focuses on two core elements:

1. Masthead ("Skills View"):

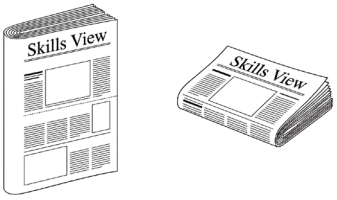
- Design a modern, highly recognisable, typographic masthead that serves as the permanent identity of the publication.
- The masthead should be memorable, adaptable, and suitable for use across future editions.

2. Front Page ("The Thread"):

- Design the front page using the masthead and the supplied information.
- Create a strong visual concept that communicates the theme "The Thread". The main image or graphic should reference ideas such as connection, making, craftsmanship, textiles, repair, industry, or skill.
- Establish a clear editorial hierarchy appropriate for a newspaper-inspired publication.

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Specifications

Document Size/Artwork Format	• Front Page: **270 mm (width) × 390 mm (height)** • Masthead: create in a separate document, define the artboard dimensions yourself
Artwork Construction Front Page	• Consider the horizontal **fold at 195 mm** from the top edge. The composition should create an engaging relationship between the folded and unfolded page and work effectively in both states. • Reserve a **20 mm non-print area** along the bottom trim edge. 
Masthead Text	• "Skills View" (title, NOT case-sensitive) • "The Life of Skills Through Things" (tagline)
Masthead Variations	• Monochrome (1-colour version may include tint) • 2-colour version (CMYK)
Front Page Text and Elements	• Masthead • "№ 1" (issue number, including numero sign) • Main image or graphic element representing the issue theme • "The Thread" (issue title) • "From fibre to factory, from handwork to future skill" (issue subtitle)
Bleed	5 mm
Colour Mode	CMYK
Colour Profile	ISO Newspaper 26v4 (Appendix 01 Colour Profile)
Resolution	Raster images or pixel-based elements must be set between **230–240 ppi** at 100% scale.
File Naming	• YY_Task1_Masthead.ai (masthead source file) • YY_Task1_FrontPage.indd (or .ai, front page layout) • YY_Task1_FrontPage.pdf

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You must deliver

Digital

☐**1 × Native Masthead File** (YY_Task1_Masthead.ai or YY_Task1_Masthead.indd) containing both the 1-colour and 2-colour versions of the "Skills View" logo on separate artboards/pages.

☐1 × Packaged Folder for printing with
Native Front Page Layout File (YY_Task1_FrontPage.indd), **links** and **PDF/X-3** compliant (YY_Task1_FrontPage.pdf). Exported with crop marks and the bottom 20 mm non-print area indicated in 40% magenta.

Print

☐**1 × Masthead Printout (A4):** Print your 1-colour and 2-colour typographic masthead reduced to fit on a single sheet of A4 paper.

☐**1 × Presentation Board:**

- Use a black presentation board supplied, trimmed to size 300 × 420 mm (+/- 2mm)
- Print, cut and mount the **Front Page Print** at 100% scale of your complete cover layout
- Put your Competitor Nr. on the back of the board

Task 2: Inside spreads of editorial section

Concept/Instructions

Design the 12-page outer editorial section of the publication, including the front page (Task 1), using the supplied content for the first edition.

Editorial and Design Requirements:

- Language: Set all text to English UK
- Page-Specific Content Assignment: Place and organise the supplied articles and assets on their assigned pages, as specified in WSC2026_TP40_Editorial-LAYOUT-overview.pdf (Appendix 02 Text). Additional editorial or graphic elements may be added, provided that the required content remains complete, legible, and on its assigned page.
- Parent Page Setup: Use one Parent Spread for all interior editorial pages:
    - publication pages 2–6 and 11–15. Place the recurring header (publication title, issue number, running header) and pagination elements on this Parent Spread. Running headers must update correctly for each article without manual alteration on individual document pages, and page numbers must remain automatic.
    - The front page and back page may use separate Parent Pages.
- **Visual Rhythm:** Establish a flexible visual grid that combines the structure of a compact newspaper with a contemporary editorial approach. Use clear hierarchy, pull quotes, pacing, and white space to support readability and visual rhythm.
- **Typography and Styles:** Format all text using Paragraph Styles and use Character Styles for recurring inline formatting where required. Local style overrides are permitted only for tracking and kerning.
    - **Accessibility:** Every image must include any supplied descriptive caption, credits and alt text. This information is supplied in an .rtf file with the same base name as the corresponding image file. Decorative graphic elements do not require captions, credits, or image alt text.

Specifications

Imposition and Page Jump Challenge	• The total publication is 16 pages, but the 4-page Museum Section (Task 3) is designed as a *separate file* (printed on different paper). • Therefore, your Editorial InDesign file must contain only **12 pages** (incl. Front- and Backcover). • Your automated page numbers must accurately reflect the nested insertion of the 4 museum pages. Your page numbers must run: **Pages 1 to 6**, jump the middle 4 pages, and resume at **Pages 11 to 16**.
Margine and Bottom Non-Print Zone	• Non-Print Area: A 20 mm margin from the exact bottom edge of the sheet (no artwork, text, or background colours are allowed in this zone – except the simulation of the paper colour for the museum section) • Side and top margins must be set to at least 15 mm for text.
Document Size/Artwork Format	• Closed page size: 270 mm (width) × 390 mm (height). • Format: Multi-page document set up as facing-page spreads (540 mm x 390 mm)
Bleed	5 mm
Colour Versions/ICC Profile	• CMYK • ISO Newspaper 26v4. (Appendix 01 Colour Profile)
File Naming	• YY_Task2_Editorial.indd • YY_Task2_Editorial.pdf
Resolution	230 to 240 ppi at 100% scale.

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You must deliver

Digital

☐1 × Packaged Folder (YY_Task2_Editorial_Pack) for printing with
Native editorial Layout File (YY_Task2_Editorial.indd), **fonts** (except Adobe Fonts) and **links** (NO .pdf)

☐**1 × PDF/X-3 compliant PDF** (YY_Task2_Editorial.pdf) containing the 12 pages exported as **Spreads** with crop marks and correct page numbering.

Print

6 × Spreads Print:

- Print your Editorial Spreads as **Imposed Spreads** (printing pairs) scaled to fit on double-sided A3 paper (Landscape orientation) together with crop marks.
- The printed spreads must match these exact page pairs to represent a correct press imposition:

☐Spread 1: **Pages 16 and 1** (Outside Back and Front Cover)
☐Spread 2: **Pages 2 and 15**
☐Spread 3: **Pages 14 and 3**
☐Spread 4: **Pages 4 and 13**
☐Spread 5: **Pages 12 and 5**
☐Spread 6: **Pages 6 and 11**

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Task 3: Museum section, including timeline

Concept/Instructions

Design a separate 4-page inner Museum Section (Inlay) for "*Skills View*". This section focuses on the permanent WorldSkills Museum in Shanghai.

This inlay represents pages printed on coloured newspaper stock (for example, pink like traditional sports papers, cream, or light grey). You must slide this inlay physically into the centre of your Editorial Section from Task 2 (inserted between pages 6 and 11).

Design and Layout Requirements:

- **Coloured Paper Simulation:** You must select and simulate a custom background paper colour directly in InDesign (e.g., as a solid base colour block representing the paper stock). Choose a tone that perfectly fits your editorial design.
- **CMYK on Colour:** All text, floorplans, and images on top of this background must use CMYK colours. Ensure that your typographic styling maintains high contrast and readability against your chosen simulated paper colour.
- **WSC History Timeline Graphic:** The historical timeline of the WorldSkills Competition must **not** be presented as a dry list. Design it as a compelling informational graphic with clear rhythm, typographic hierarchy, and distinct visual anchors.
- **Museum Info:** Organise and display the provided permanent museum information.
- **Accessibility:** Every image must include any supplied descriptive caption, credits, and alt text. This information is supplied in an .rtf file with the same base name as the corresponding image file. Decorative graphic elements do not require captions, credits, or image alt text.

Specifications

Page Configuration	• This is designed as a **separate 4-page file**. • The pages must run automatically: **Pages 7 to 10**.
Margine and Bottom Non-Print Zone	• A strict **20 mm margin at the bottom** of every page must remain entirely free of artwork, text, backgrounds, or colour blocks. • Side and top margins for TEXT must be set to a minimum or higher of **15 mm**.
Document Size	**Closed Page Size:** 270 mm (width) × 390 mm (height)
Bleed	5 mm
Colour Space ICC Profile	• CMYK (for paper simulation and all top artwork) • ISO Newspaper 26v4
Resolution	All images and raster graphics must be set between **230 ppi and 240 ppi** at 100% scale in InDesign.
File Naming	• YY_Task3_Museum.indd • YY_Task3_Museum.pdf

You must deliver

Digital

☐**1 × Native InDesign Package Folder** (YY_Task3_Museum_Pack): Containing your InDesign document, all utilized fonts, and linked images.

- Collect the following PDF (YY_Task3_Museum.pdf) in this folder.

☐**1 × PDF/X-3 compliant PDF** (YY_Task3_Museum.pdf) containing the 4 pages exported as **Spreads** (yielding exactly **3 spreads)** with crop marks and 5 mm bleed.

Print

2 × Spreads Print

- Print your layout as imposed printing spreads scaled to fit on single-sided A3 paper (Landscape orientation) together with crop marks.

☐Spread 1: **Pages 10 and 7** (Outside Inlay Cover)
☐Spread 2: **Pages 8 and 9** (Inner Floorplan & Timeline Spread)

1 × Double-Sided Print 100% size

☐**1 ×** complete **MockUP** of your **16 page Newspaper** on 100% size.

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Task 4: Interactive PDF

Concept/Instructions

Create a single, consolidated Interactive PDF containing the entire 16-page publication ("Skills View" first edition) in the correct reading sequence.

You must digitally merge your **12-page Editorial layout** (Task 2) and your **4-page Museum layout** (Task 3) so they form one seamless, continuous digital document from Page 1 to Page 16.

Interactive Features:

- Add functioning **Bookmarks** to the PDF for easy digital navigation, include Alt-text for images and tags.
- **Hyperlinks:** Ensure all QR codes and referenced website URLs (to be provided in the text folder) function as clickable, live interactive hyperlinks in the PDF.
- **Clickable Page Navigation and Transitions:** You must design and include active navigation buttons (such as "Next Page" and "Previous Page") on your layouts. These buttons must be fully clickable in the interactive PDF to trigger smooth page-turn transitions.
- The page view must be set to run as **Single Pages**, so it is optimized for vertical scrolling on digital screens.

Specifications

Document Setup	Exactly 16 single pages in linear order (Page 1 to Page 16). Page 7 to 10 must sit correctly in the middle.
Colour Space	RGB (optimised for digital screen viewing)
ICC Profile	sRGB IEC61966-2.1
File Naming	YY_Task4_Interactive.pdf
File Size	The file must not exceed **25 MB**
Resolution	For the interactive PDF only, the image resolution can be 144 ppi or lower.

You must deliver

Digital

☐**1 × Interactive PDF** (YY_Task4_Interactive.pdf) in full RGB web resolution. The file must contain active bookmarks, hyperlinks, tags, image alt text, clickable navigation buttons, and page transitions.

Assessment Criteria

Clarity and Readability	Outstanding typographic hierarchy, legibility, and text integration on the tabloid grids. Sharp formatting of body text, headlines, and pull quotes. Flawless copy-fitting and clear reading flow across the 16 pages.
Aesthetics and Visual Appeal	Strong and engaging editorial character, appropriate to the museum theme. Coherent grid alignment, innovative cover folding play, and an elegant visual representation of the theme “The Thread”. Balanced layout pacing and visual rhythm.
Innovation and Originality	High-end visual and typographic concept. Creative implementation of the custom-coloured paper simulation. Innovative design of the museum timeline as an engaging, active information graphic rather than a static list.
Audience / Target-Centric	Suitability of the publication for a diverse, international museum audience. The design balances informative visual layouts (for families and students) with refined, contemporary aesthetics (for design and industry partners).
Functionality	Effectiveness of the publication in print and as an interactive PDF. The layout, sequencing, structure, and navigation should support clear reading, usability, and understanding in both formats.
Consistency and Adaptability	Solid brand consistency across both separate components. The wordmark, visual markers, and typographic system connect the CMYK outer section and the coloured inner section into one logical, highly recognizable publication family.
Sustainability	Use of a durable and efficient design approach that supports long-term use of the publication system across future editions.

Appendix 01 Colour Profile



ISOnewspaper26v4.icc



Newspaper fold.png

Appendix 02 Text



Skills_View-Issue_1.docx



Skills_View-Museum-Inlay.docx



WSC2026_TP40_Editorial-...rview.pdf

Appendix 04 Logos



museum-logo.svg

Appendix 05 Floorplans



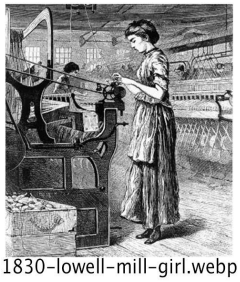
screenshot.jpg



WSMuseum_floorplan.ai

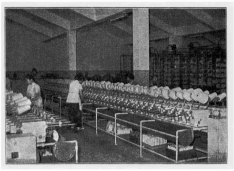
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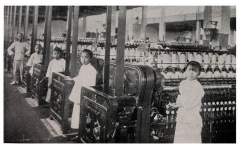
Appendix 03 Images

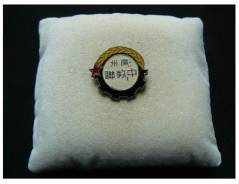

1830-lowell-mill-girl.webp


1911-triangle-shirtwaist-fact...


1912-lawrence-strike.jpg


1923-cotton-yarn-on-pirns...


1930-textile-workers.jpg


1950-trade-union-badge.jpg



1950-trade-union.jpg


1951-hao-jianxiu.jpg



1951-textile-producers.jpg



1958-huang-baomei-poster...



1958-huang-baomei-poster...


1958-huang-baomei-scene.jpg


1958-huang-baomei.jpg


2013-rana-plaza.avif

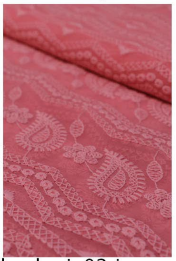


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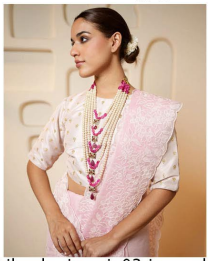

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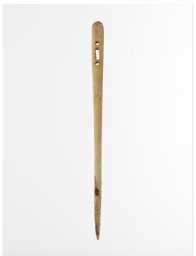

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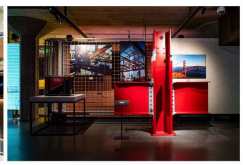

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khaka-sketch-04.jpeg









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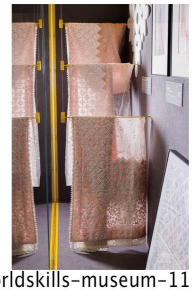




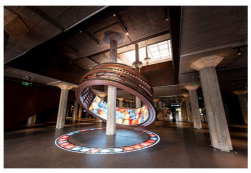


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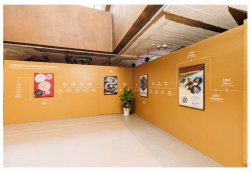






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worldskills-museum-25.jpgworldskills-museum-26.jpg WSI_needles.webp

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